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CS EXPANDS SERVICE TO 14 MORE CITIES IN CHINA



The U.S.-China International Partnership Network agreement established 14 new American Trading Centers across China. See map for sites which are underlined.

The Centers were established earlier this year, when U.S. Department of Commerce representatives signed a Memorandum of Understanding (MOU) with China Council for the Promotion of International Trade (CCPIT) Chairman Wan Jifei. The new network of trade centers will broaden export opportunities for American companies in China. For details see: <http://www.export.gov/china/atc.asp>.

ISRAEL HERNANDEZ SWORN IN AS DIRECTOR GENERAL OF THE U.S. COMMERCIAL SERVICE

On October 7, Israel Hernandez was sworn in as assistant secretary for Trade Promotion and director general of the U.S. and Foreign Commercial Service. In his remarks, he noted "I will be a staunch advocate for small and medium-size U.S. businesses that operate in the global market. I will promote an agenda to help companies succeed in exporting, create jobs, and strengthen our economy at home."

He joins the Commercial Service from the White House where he was deputy assistant to President George W. Bush. Originally from Eagle Pass, Texas, Director General Hernandez is a graduate of the University of Texas and received his M.P.A. from the George Bush School of Government and Public Service at Texas A&M University.

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MARKET OF THE MONTH: NETHERLANDS

The Netherlands' strategic location, the relative ease of doing business, the high level of proficiency in English, and its world-class and user-friendly transportation and distribution infrastructure make the Netherlands an ideal market and European operations location for U.S. companies. The Netherlands has capitalized on its location and advanced economy to become one of the top dozen trading countries in the world.



The Netherlands is a geographically small, densely populated (16.4 million people) country occupying a highly strategic commercial location that makes it the "Gateway to Europe". Over 160 million consumers (roughly one third of the population of the expanded European Union of 25 Member States) reside within a 300-mile radius of Rotterdam. Industrial activity is predominantly in food processing (e.g. Unilever and Heineken), chemicals (e.g. DSM), petroleum refining (e.g. Shell), and electrical machinery.

Best prospects for U.S. exports include:

- ★ Automotive Parts and Accessories
- ★ Construction Equipment (Bathroom Equipment)
- ★ Computer Services
- ★ Computer Software
- ★ Environmental Products
- ★ Medical Equipment
- ★ Safety and Security Equipment and Systems
- ★ Telecommunications Equipment
- ★ Telecommunication Services
- ★ Transport and Distribution Services

For more information on doing business in the Netherlands, see the 2005 Country Commercial Guide at <http://www.buyusa.gov/netherlands/en/171.html>.

EXPORT TRAINING VIA CS WEBCASTS

Insightful, international business training via Webcast, brought to you by the Commercial Service. To view topics such as Market Briefs on China, Chile, South Africa and Singapore or a program assessing your company's readiness to export, go now to <http://www.globalspeak.com/html/export-gov/webcasts.asp>.

NEW CS BUSINESS INFORMATION CENTERS

MIDDLE EAST/N. AFRICA BUS. INFORMATION CENTER

The most comprehensive resource for trade-related information on the markets of the Middle East and North Africa (MENA). Get information, tools, and assistance that can help open up this vibrant region to your products and services. To access these resources, see <http://export.gov/middleeast/>.

CHINA BUSINESS INFORMATION CENTER

The China Business Information Center takes the work out of gathering international trade information, helps the U.S. exporter to evaluate export readiness, pursue trade opportunities and achieve international business objectives. Please visit <http://www.export.gov/China/>.

SELLING TO THE CANADIAN GOVERNMENT

The U.S. Commercial Service in Canada has recently produced a five-minute video on the topic of "Government Procurement in Canada." To view the video, see <http://www.docsinbox.net/Factsheets/govprocure.html>.

CS FEE INCREASE PUT ON HOLD TEMPORARILY

The CS fee increases set for October 1, which were reported in last month's newsletter, were temporarily postponed until a final FY 2006 budget for the U.S. Department of Commerce is passed. This brief reprieve allows CS client companies to continue contracting for services such as the Gold Key or International Company Profile at significantly lower prices. If your company has been considering a service, now is the time to act. Call us today!

CANADA: THE 83RD CONSULATE OFFICE OPENS

Our neighbor to the north, Canada, will dedicate its official consulate office in Houston November 10 with a ribbon cutting ceremony attended by Mayor Bill White and His Excellency Frank McKenna, the Canadian ambassador to the United States. Canadian businesses have been strategic partners for trade in Houston for years, and while the consulate has provided services in the Houston since 2003, the new consulate building will establish a base operations for many functions of the Canadian consulate.

GHP INTERNATIONAL GUIDE TO HOUSTON BUSINESS NOW AVAILABLE

To obtain your copy, see <http://www.houston.org>

TRADE EVENTS

U.S. EXPORT CONTROLS: THE SWORD OF DAMOCLES

Houston Intercontinental Hotel
November 9

Sponsored by French American Chamber of Commerce and other local international chambers, this luncheon features Celine B. Gerson an attorney with Baker & Hostetler LLP. Ms. Gerson focuses her practice in the area of export controls, customs, and international trade agreements. Cost: \$35 members/\$40 non-members. Please contact our office for details.

DESTINATION PERU:

A STRONG MARKET FOR U.S. EXPORTS

UH International Trade Center, Houston
November 17

Meet *Margaret Hanson-Muse*, Senior Commercial Officer, US Commercial Service - Lima, Peru, and learn about recent trends in the Peruvian economy.

Cost: \$5/\$10 non-members. RSVP on-line at <http://www.owit-houston.org> or call Diana Patrick at 281.670.2184.



★★★★★★

PERU OIL & GAS MARKET VIDEOCONFERENCE

Following the OWIT meeting, stay for the Peru Oil & Gas videoconference featuring officials from the *Peruvian Ministry of Energy, PetroPeru* and the *Government of Peru*. Cost: \$50. To register, contact Nya Igambi at nyamusi.igambi@mail.doc.gov or 281.449.9423.

EU-US PANEL: ELIMINATING BARRIERS TO EU-US ECONOMIC RELATIONS

November 4
Houston

The Greater Houston Partnership will be hosting this even in the Partnership's board room. Event is free of charge. Please contact Maria Casas at 713-348-4601 for more information.

COMPLYING WITH U.S. EXPORT CONTROLS

Austin
December 7-8

This two-day program is led by Bureau of Industry and Security's (BIS) professional counseling staff and provides an in-depth examination of the Export Administration Regulations (EAR). Contact our office for more information.

***Please note, CS Houston will be hosting this program in early 2006.**

NETWORKING BREAKFAST AND MINI-TRADE FAIR

November 16
Houston

From 7:30 -9:00a.m. at the Hess Club
5430 Westheimer. For more information, please contact the Houston Hispanic Chamber of Commerce at 713-644-7070.

ARAB HEALTH 2006

Dubai World Trade Center, U.A.E
January 22-25, 2006

The U.S. is a key source for medical equipment in the Middle East. Trends continue to point toward market growth. The healthcare industry in the Middle East is estimated to be over US\$81.4 billion per year, and the U.S. sells over \$500 million in medical, dental, and ophthalmic equipment to the region. With increasing oil revenues, this region has the means to source the high-quality U.S. products they demand—do not miss this excellent opportunity! Arab Health is the leading international healthcare show in the Middle East. Attendees are high quality professionals from throughout the Middle East. At the show, the U.S. Department of Commerce will feature an American Product Literature Center. For only \$500, stay at home while industry specialists from Commerce promote your literature to distributors/agents at the show! For details, contact Nyamusi Igambi at nyamusi.igambi@mail.doc.gov or 281-449-9423.

Note: The U.S. Government does not endorse products or companies, and assumes no responsibility for the accuracy of data contained herein, or for the success or failure of any business transaction resulting from opportunities listed in this publication. *If you would like to be removed from this mailing list, please contact the Houston Office.*

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ENERGY NEWS AND EVENTS

MARKET RESEARCH

UPDATED E-MARKET EXPRESS WEBSITE

To receive regular updates on new energy-related market research, trade leads or events, please register for the *Energy e-Market Express* at <http://www.buyusa.gov/eme/energy.html>. A new issue was released October 11.

NEW DOE COUNTRY ANALYSIS BRIEF RELEASED ON *WORLD TRANSIT CHOKEPOINTS*

To view, see <http://www.eia.doe.gov/emeu/cabs/contents.html>.

TRADE LEADS

KAZAKHSTAN: ENVIRONMENTAL EQUIPMENT

Company seeks partner to supply environmental equipment for oil and gas industry project. Technologies needed:

- Drilling sludge processing and utilizing
- Oil spill recovery (on and off-shore)
- Oil polluted soil rehabilitation

Please contact our office more details.

EVENTS

SOCIETY OF EXPLORATION GEOPHYSICISTS 75 ANNIVERSARY SHOW



Houston George R. Brown Center
November 6-9

Visit the Commercial Service at booth 1006 to discuss your export plans and opportunities. For more details, on the show, see: <http://www.seg.org/>.

BRAZIL, ENERGY AND POWER 5 CONFERENCE

Houston Marriott Westchase
November 14

Full-day conference with key Brazilian public/private sector officials. Sponsored by AmCham Brazil, Brazil-Texas Chamber & Greater Houston Partnership. Cost: members: \$310/non-members \$410. For more details and to register, see <http://www.braziltexas.org>.

8TH ASEAN COUNCIL ON PETROLEUM (ASCOPE) PRODUCT LITERATURE CENTER

Manila, Philippines

November 30-December 3

Cost: \$300. Deadline to receive literature, Nov. 11. Contact our office **immediately** for details.

PERU OIL & GAS MARKET VIDEO CONFERENCE

University of Houston International Trade Center
See page 3 for details.

POWERGEN INTERNATIONAL 2005

Las Vegas, Nevada
December 6-7

The U.S. Department of Commerce's Commercial Service is pleased to announce that it will once again offer the Showtime program to the exhibitors and attendees at PowerGen International (PGI) 2005. For more information on PGI please view their website at <http://pgi05.events.pennnet.com/>

Showtime Program: One-on-one appointments will be available for U.S. companies with Commercial Service Power Specialists from throughout the world who will be able to give you a market assessment for your company in their individual countries. For your convenience these Power Specialists will all be assembled in the same conference room conveniently located on the exhibition floor next to the **International Business Center**. **The meetings will be held on Tuesday, December 6, between 1:30pm and 4:00pm and on Wednesday, December 7, between 9:00am and 11:30am.** To learn more about the Showtime Program or to register for appointments, click on

<http://www.buyusa.gov/eme/powergen.html>

Please register for the Showtime program no later than November 28, 2005.

International Business Center: We expect to host nearly 2,000 international visitors at the International Business Center. Please make sure to introduce yourself to the U. S. Commercial Service's International Trade Specialists that will be on hand to assist with introductions and help arrange appointments with the international delegates.

Power Sector Industry Reports: Many of the U.S. Commercial Service Power Specialists have prepared reports on the current status of the industry in their respective countries. To access these reports and learn more about these markets, click on <http://www.buyusa.gov/eme/powergeneration.html>

If you have questions on the Showtime program, please contact our office.